

# Case Study for a Beauty & Personal Care Industry



## Our Objective

Make Search Marketing affordable for every entrepreneur and small business. We help our customers expand their web traffic and sales, helping them grow their business domestically or internationally.

## Our Approach

- Added new ads in the ad-groups.
- Paused under-performing ad-groups.
- Changed bidding Strategy.

## Results

- After adding Ads in September, there was a positive boost in the campaign performance by **11.69 Conversions** and **5.91% in Conv. Rate**.

- After Optimizing the campaigns on a regular basis. The results in December 2021 were reaching up to **42.50 conversions** and **Conv. rate of 22.85%** & the cost spent on each **conversion was \$6.25**.

